

Search Engine Marketing Report: WMT increases traffic, restores Y! rankings & increases ROI of PPC campaigns



WMT saves Summerwood \$23,000.00 monthly in underperforming PPC traffic, increases overall web traffic by 20%, and restores lost Yahoo rankings.

Web Marketing Toronto has been working with Summerwood since June of 2005 to increase organic search results and increase their return on investment with Pay per Click campaigns. After careful reviews & audits on rankings and PPC campaigns, a lengthy SEO & SEM strategy was created.

Summerwood had made a mistake many other company's have made, hiring a less than scrupulous seo company who involved them in a poorly planned linking strategy that wound up getting them banned in Yahoo. As a result, one of our key responsibilities was regaining the lost Yahoo positioning.

After working extensively with Summerwood, removing all previous linking campaigns, helping with a new site rollout, onsite optimization, as well as completely restructuring their PPC campaigns, the following goals were achieved:

- ✓ **Search engine referrals increased by 18%**
- ✓ **All Yahoo rankings were restored, and improved**
- ✓ **Saved client \$23K per month in underperforming PPC traffic**

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